

## CLAIMS

What is claimed is:

- 1 1. A method for creating a presentation, comprising the steps of:
  - 2 (a) receiving an indicia representative of a store goal;
  - 3 (b) integrating retail information that provides assistance with achieving the store goal;
  - 4 (c) monitoring progress of a student toward the store goal; and
  - 5 (d) providing feedback assisting the student in accomplishing the store goal.
  
- 1 2. A method for creating a presentation as recited in claim 1, including the step of indexing media information to enhance the integration of the media information into the presentation.
  
- 1 3. A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein inventory control is integrated into the presentation.
  
- 1 4. A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein pricing strategy is integrated into the presentation.
  
- 1 5. A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein return on revenue is integrated into the presentation.
  
- 1 6. A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein markdown is integrated into the presentation.
  
- 1 7. A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein stocking is integrated into the presentation.
  
- 1 8. A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein assortment strategy is integrated into the presentation.
  
- 1 9. A method for creating a presentation that simulates the operations of a store as recited in claim 1, including the step of adjusting an example based on the student's progress.

1 10. An apparatus that creates a presentation, comprising:  
2 (e) a processor;  
3 (f) a memory that stores information under the control of the processor;  
4 (g) logic that receives indicia representative of a store goal;  
5 (h) logic that integrates retail information that provides assistance with achieving the store goal; and  
6 (a) logic that monitors progress of a student toward the store goal and provides feedback that assists the  
7 student in accomplishing the store goal.

1 11. An apparatus that creates a presentation as recited in claim 10, wherein advertising information is  
2 integrated into the presentation.

1 12. An apparatus that creates a presentation as recited in claim 10, wherein inventory control is integrated  
2 into the presentation.

1 13. An apparatus that creates a presentation as recited in claim 10, wherein pricing strategy is integrated  
2 into the presentation.

1 14. An apparatus that creates a presentation as recited in claim 10, wherein return on revenue is integrated  
2 into the presentation.

1 15. An apparatus that creates a presentation as recited in claim 10, wherein markdown is integrated into the  
2 presentation.

1 16. An apparatus that creates a presentation as recited in claim 10, wherein stocking is integrated into the  
2 presentation.

1 17. An apparatus that creates a presentation as recited in claim 10, wherein assortment strategy is  
2 integrated into the presentation.

1 18. An apparatus that creates a presentation as recited in claim 10, including logic that adjusts an example  
2 based on the student's progress.